



Up Close



A monthly insert on special topics at Lawrence Livermore National Laboratory. This month: the HOME Campaign. • • • Fall 2004

Helping Others More Effectively

— Michael Anastasio



HOME provides a way to give back to the community

Over the past 30 years, our annual campaign to Help Others More Effectively (HOME) has played an instrumental role in defining the Laboratory's close partnership with the local community.

Our Laboratory wants to be a good neighbor. Our employees volunteer countless hours in the community and have started a good number of the charities that benefit from this campaign. Through our annual campaign, we have a means for all of us to give back to our community, and help make our community a better place to live.

This special HOME Campaign 30th anniversary *Newsline* insert provides a brief history, highlights the role Lab employees have played in developing services and agencies, and shows how non-profits have used the funds they receive each year from the HOME Campaign to improve the quality of life in our community.

It was three decades ago in 1974 that a group of employees and their family members living in the Tri-Valley proposed donating to local non-profits in addition to the United Bay Area Crusade, a predecessor to the United Way drive supported by the University of California. The idea was to encourage greater employee participation by allowing employees to also support local non-profits, which were too small and local to receive funds from national umbrella organizations.

By volunteering, making contributions and even founding agencies to address new community needs, employees have done much to improve the quality of life in the Tri-Valley and surrounding areas, supporting non-profit agencies providing critical social services, education support and cultural activities such as music, theater and dance that enrich the lives of residents in the Tri-Valley and San Joaquin communities.

Year after year, the HOME Campaign exemplifies the generosity of Laboratory employees by collectively providing contributions to non-profits and charities that provide much-needed services. Last year, Laboratory employees contributed more than \$1.5 million, marking the fifth consecutive year that donations surpassed \$1 million. Over the last 10 years, Lab employees have contributed more than \$11 million.

These generous contributions help hundreds of agencies tackle tough issues such as homelessness, domestic abuse, drug abuse, teen pregnancy, health care for those without insurance and protecting environmental quality. Through this orchestrated effort to provide donations each year, we provide continued funding for these important community resources year after year.

As we enter this third decade of contributions through our HOME Campaign, I strongly encourage you to continue to support our community. The HOME Campaign is another way we as Laboratory employees can make a difference.

Employees keep HOME fires burning



JACQUELINE MCBRIDE/NEWSLINE

Alan Frank of B Division, seated center, sings as part of the chorus in a dress rehearsal of "The Elixir of Love," one of this year's Livermore Valley Opera productions. Frank is one of the founders of the Livermore Valley Opera.

By Anne M. Stark
Newsline staff writer

Thirteen years ago, Bill Dunlop's teens were involved in the chorale and orchestra programs at their respective schools and David Conrad's children were involved in after-school sports.

"There were terrible budget cuts in the schools in music and after-school sports," Dunlop said. "Parents weren't pleased. Everyone said we needed to do something."

So while they worked at the Lab by day, after hours, Conrad of Engineering and Dunlop of P Division worked with other concerned parents and organized the Livermore Valley Education Foundation (LVEF).

The all-volunteer public-service corporation was established to save and enhance programs for students in the Livermore Valley Unified School District. Since 1991, the group has contributed more than \$2 million to the sports, music, drama, academic, scholarship and other student-oriented programs in the Livermore schools.

"The first year, we were just scrambling for money," Dunlop said. "Then after the first couple of years, we got listed as a HOME agency. It's become a significant part of the funding. HOME has been a wonderful activity. It really did provide from 10 percent to 20 percent of our budget."

Founders, see page 4

Today's campaign builds on a long tradition

By Don Johnston
Newsline staff writer

"Charity begins at home," was the slogan of the first annual campaign for "Helping Others More Effectively," or HOME, 30 years ago.

That first HOME Campaign represented an expansion of the annual fund-raising drive by United Bay Area Crusade (UBAC), a predecessor to the United Way. The idea was to provide financial support to local non-profit agencies not covered by the United Crusade.

"We decided to call the campaign HOME because we feel it will provide vital help to non-crusade agencies located in areas where our employees live," said the late Ted Perlman of Mechanical Engineering in an August 1974 *Newsline* article. Perlman served as the first chair of the 12-member HOME Campaign committee.

Perlman was appointed by then director, the late Roger Batzel, who strongly supported the expansion of the crusade. "I believe the new plan is an excellent one. It will channel aid to those who need it, both on a large and small scale."

History, see page 4

Getting "Up Close" to HOME

Editor's note: This special Up Close focuses on the Laboratory's annual Helping Others More Effectively (HOME) Campaign, its history and how local non-profits have come to rely on the annual drive to provide vital services to the community.



Buenas Vidas Youth Ranch Thrift Store manager Laura Sheppard and volunteers Nina Trizuto and Kristen Galdenz sort through donated items to sell to help support teenage boys living at the ranch.

The Buenas Vidas Youth Ranch

The Buenas Vidas Youth Ranch, located six miles southeast of Livermore, is a group home for teenage boys who no longer are able to live with their families.

“This year the HOME Campaign has contributed more than \$12,000 to our youth ranch,” noted Laura Sheppard, manager of the Buenas Vidas Youth Ranch Thrift Store at 116 North L Street in Livermore. “The HOME money is very important to us because we are able to provide specialized items to support our horses, llamas, goats and sheep.”

At the five-acre ranch, the boys learn the basics of animal husbandry and fundamental horseback riding skills. Ranch work projects help the boys to appreciate following instructions, using basic hand tools and recognizing safe work habits.

Women’s Center of San Joaquin County

The Women’s Center of San Joaquin provides intervention and prevention outreach for battered women and the children of domestic violence.

Programs include family violence prevention, rape prevention education and counseling programs for children ages 3-5, teenagers and parents. Three emergency shelters are operated in Stockton, Tracy and Lodi.

Center Director Leslie Heier said that dona-

tions from Lab employees through the HOME Campaign are valuable. Since much of the support comes to the agency in the form of state grants and contracts, HOME donations are unrestricted funds that can be used wherever the need is.

“These donations are our bread and butter and help sustain direct services,” Heier said. “Money we receive goes wherever there is a shortfall.”

Pleasanton Playhouse

Without the contributions of individuals, the Pleasanton Playhouse would not be able to offer its 80-seat Studio Theater shows, its Broadway Chorus or its teen program.

Since its inception 21 years ago, volunteers have operated the Pleasanton Playhouse. About 90 percent of its funding comes from ticket sales from its four Main Stage Musicals, but without donations, some of the other programs wouldn’t happen, board member Steve Wilner said.

“We’re lucky that we don’t have to do big fund-raisers, but we couldn’t get by without that other 10 percent,” he said.

With its smaller Studio Theater, Wilner said the

playhouse lures more amateur aspiring actors.

“We reach out a little more to people,” he said. “The small theater is oftentimes where you get somebody who has never been on stage. And an 80-seat theater is a lot less intimidating than a 450-seat theater.”

Pleasanton Playhouse produces four Main Stage Musicals at Amador High School’s theater per year. Its next production is “EVITA” which runs today (Oct. 22) through Nov. 7.

The non-profit organization is still in need of donations because even though costs have risen this year, the \$20 ticket price remained the same.

“We really appreciate your support,” Wilner said.

Impact Bay Area

Since 1985, Impact Bay Area has taught “full force” self-defense courses to about 8,000 women and girls (and occasionally, men as well). The basic class includes more than 20 hours of instruction on how to use your strengths against an attacker’s vulnerabilities. Students practice each move against a padded male mock-assailant, learning responses their bodies will remember even if their minds go blank.

According to course coordinator Lia Nagase, the \$495 tuition fee doesn’t begin to cover costs, so the agency relies on grants and donations. Even so, no one has ever been turned away because they couldn’t afford to pay for a class. More than \$50,000 in scholarships is awarded each year. The HOME Campaign is an important element in providing those scholarships, Nagase said.

Community ben

For 30 years, Laboratory employees have devoted both ti
Helping Others More Effectively (HOME) Campaign. The
related and cultural. This is just a sampling of the more th

McHenry House

During the past two years, the McHenry House for the Homeless in Tracy has lost \$90,000 in government grant funds — and at the same time, Lab employees have raised their donations.

The increased HOME donations, which have gone from \$5,000 to \$11,000, have covered part of the shortfall and have helped.

“The HOME Campaign provides a good portion of our budget,” McHenry House Director Sandra Trejo said. “It’s an important part of providing services to the people we help.”

The aim of the McHenry House, located in downtown Tracy, is to assist families who suddenly find themselves homeless with a well-defined program to return to self-sufficiency.

As Trejo put it: “Thank you for remembering the McHenry House and for helping us.”

Tracy Friends

The Tracy Friends of the Library raises money to support and sustain the Tracy Public Library’s valuable services that include children’s programs and materials such as books, videos and cassettes. Money for the yearly operating budget of about \$20,000 is derived from fund-raisers, dona-

Manteca Youth Focus

With a helping hand from the HOME Campaign, Manteca Youth Focus provides up to 18 scholarships each year to Manteca area students between the ages of 9 and 21.

“The money donated by Laboratory employees has been a great help,” said Carol Davis, the 2003 president of Manteca Youth Focus. “The overwhelming majority of the funds we receive goes directly to the scholarships.”

Student members of Manteca Youth Focus participate in facility set-ups for the Manteca Pumpkin Fair, assist the Chamber of Commerce with ribbon-cutting events, visit senior citizens and help provide food to the needy at Thanksgiving, Davis said.



Fran Foltz of the Lab’s Defense Technology Engineering Division volunteers for the Tri-Valley Animal Rescue (TVAR). Foltz currently houses eight kittens and four adult cats who are waiting to find permanent homes through the agency. TVAR is an all-volunteer organization dedicated to saving homeless animals and providing public education on issues of animal behavior, family integrations and the benefits of spaying/neutering pets.

Benefits of HOME

me and resources to agencies in need through the
e agencies vary from social and educational to health-
an 185 agencies participating in the HOME Campaign.

The Taylor Family Foundation

The Taylor Family Foundation raises money to support programs for children in Northern California who are suffering with life-threatening illness or disabilities such as HIV/AIDS, serious burns, skin disease, asthma, congenital heart disease, colitis, diabetes, autism or children who are at risk.

In 1998, the foundation partnered with the East Bay Regional Park District to build Camp Arroyo near Livermore.

“We have been able to bring more than 1,000 kids to Camp Arroyo this past year,” said Angie Carmignani, operations director, “thanks in part to nearly \$5,800 in donations through the HOME Campaign. We are also fortunate in that Laboratory employees — Susan Houghton, Bill Maciel and Lisa Maciel — have volunteered so much of their time and talents to us.”

For more information and volunteer opportunities, see The Taylor Family Foundation Website at www.ttff.org.

of the Library

tions and book sales.

Friends president George Buffleben said: “We are very appreciative of donations that Lab employees make through the HOME campaign. The funds are always helpful.”

Christmas in April Castro Valley Area

Christmas in April repairs homes owned by low-income seniors and the disabled at no cost to them. Started in Midland, Texas, in 1973, Christmas in April came to Northern California in 1990. With chapters throughout the Bay Area, the Castro Valley Chapter has served Castro Valley, Dublin, Hayward, Livermore, Pleasanton, San Leandro and San Lorenzo since 1993.

The organization’s 2004 goal is renovating at least one house in each of the seven communities served. Selection is based on need and available resources. Referrals come from local social service agencies, community and neighborhood associations, religious organizations and individuals.

Hundreds of skilled and unskilled volunteers give their time and local merchants and manufacturers donate materials and supplies. Donated funds are used for materials and supplies.



Program director Dave McKeown and family counselor Mary London, of the Family Emergency Shelter Coalition (FESCO) in Hayward, discuss options with a client. FESCO helps homeless families with children improve their lives through comprehensive program services including food, shelter, counseling, life skills education, employment preparation, transitional housing and follow-up care.



Volunteer Imogene Figueroa and Loaves and Fishes client Gary share a moment during one of the 1,200 meals the agency serves each weekday.

Loaves and Fishes

Loaves and Fishes was founded in 1983 when two Pittsburg residents decided to provide meals for people who were looking for food in a neighborhood dumpster. Those two women and other volunteers asked their parish priests at St. Peter Martyr Catholic Church if they could use the church’s basement to prepare and serve meals. The very first day 26 meals were served. Since that first meal at one location 21 years ago, Loaves and Fishes now serves 1,200 meals a day, five days a week at six locations throughout Contra Costa County.

With a \$1.1 million budget, of which approximately half is in the form of donated food, Loaves and Fishes depends on individual donations for approximately 17 percent of its remaining budget, according to Rick Richardson, executive director.

“This is the fourth year going into the HOME Campaign,” he said. “For those people who do the payroll deduction, that really helps us out. We’re not one of the most popular groups out there that people donate to but that’s because we are relatively new to the HOME Campaign.”

More than 1,000 volunteers from a variety of churches help prepare and serve meals. To date, the organization has served more than 2.5 million meals to the homeless and low-income families. About 20 percent are homeless, but the majority of meals served are to low-income families, of an average income less than \$700 per month, who don’t have enough money to last through each month.

Though Loaves and Fishes receives a small amount of government money, that revenue source continues to dwindle.

“We’re very lucky that we don’t have to rely on government money,” Richardson said. “That’s why we try to cultivate donations through organizations and individuals in the community.”

Photos by Jacqueline McBride, Newsline

Japanese American Services of the East Bay

Japanese American Services of the East Bay is a social service agency assisting senior citizens in Alameda and Contra Costa counties.

The organization has assisted living facilities in Hayward and Berkeley, and a senior center in Berkeley with programs including tai chi, line dancing, quilting, hula aerobics and more. About 300 lunches are provided daily, delivered to seniors’ homes or served at the center.

Director Laura Takeuchi says only about one-third of the agency’s budget comes from grants. The remainder must be raised through program fees and donations such as the Home Campaign.

She said she is glad to participate because she knows LLNL employees with aging parents can often use a reassuring hand, such as her agency provides.

Livermore Symphony Association

The association raises money to support the Livermore Amador Symphony, which is now in its 41st year. Funds are used to bring in mentors to work with the symphony’s musicians and raise the level of musicianship. Funds are also used to keep ticket prices down and attract a bigger local audience, particularly young people. Lab employee musicians make up about 25 percent of the sym-

phony.

“We’re very pleased as the funds we’ve received from the HOME Campaign have increased more every year,” said Bob Stearns, head of the Community Development Committee, noting the association received \$2,820 in 2003. “We consider the HOME Campaign one of our most important sources of funds.”

History

Continued from page 1

Unlike today's à la carte-style selection of non-profits available to employees, in the early years of the HOME Campaign, it was the campaign committee that decided which local non-crucade agencies would receive funds. The committee made its decision before the start of the drive because "we want everyone at the Lab to know exactly where the money will be going before we solicit funds," Perlman said at the time.

A driving force behind the expansion of the campaign were Dan and Sue Steinberg. The late Dan Steinberg, a physicist at the Laboratory for many years, was regarded to be the father of the HOME Campaign. In a letter to Jim Kane, Supply and Distribution Department head, Sue Steinberg noted that the purpose of the united crusade was "to get money from a fairly comfortable suburban area to the urban 'problem areas' where massive assistance is needed."

However, she believed "this premise leaves out several important facts." Steinberg wrote: "Although urban areas have a large problem, there is an identical one here in the valley — it's just on a smaller scale and less visible."

An expanded campaign including local non-profits would attract more employee support, she said in her letter. "There are people who feel that some Bay Area-wide organizations that receive substantial United Crusade grants are not focusing on today's most urgent problems.



In the early years of the campaign, the Lab's daily Video Journal news broadcast programs about HOME agencies.

Meanwhile, local groups active in such relevant fields as health care and education go unsupported. This situation has 'turned off' many concerned and active Lab employees. Lab funding of these groups in addition to UBAC could be an effective remedy."

A survey conducted at the time of the first HOME Campaign showed strong support from employees for the concept of supporting both the crusade and local agencies by payroll deduction.

While the first campaign fell short of its goal, it did raise more than \$70,000. Of that amount \$49,000 was sent to UBAC and \$21,000 apportioned to some

20 local non-crucade agencies. The first campaign ran from Oct. 30 to Nov. 11.

In 1981, the Laboratory adopted an expanded "donor option plan" allowing employees to select which United Way agencies they wanted their donations to go to as well as directly choosing local non-profits. This replaced the system employing a committee to screen and select the local agencies receiving HOME donations. Over time, other elements were added to the campaign.

The first Run for HOME and agency fair were held in 1978. The Run for HOME was held in late September and served as the employee association Roadrunners' biannual "race of the divisions" running competition. Each competitor received a "Run for HOME" patch that first year.

The agency fair was held in the South and West cafés over two days in late October immediately preceding the official campaign kickoff. During the early campaigns the Laboratory's daily Video Journal news broadcast programs about HOME agencies.

The run and fair were combined in the late 1980s to coincide with the campaign's Halloween kickoff, leading to the costume tradition that is today an integral part of the event.

"The HOME Campaign is a great tradition at the Laboratory that reflects the generosity and community spirit of the employees," said Al Moser, chair of the 2004 campaign, "and the campaign continues to evolve each year as people bring new ideas to the effort."

Founders

Continued from page 1

Dunlop said that fund-raising activities year-round became quite time-consuming. The HOME Campaign provided a mechanism for Lab parents to donate funds.

Being one of the HOME agencies "was an absolute blessing because it didn't take a lot of manpower," he said.

And instead of extending the foundation to provide funding into other cities, Dunlop and Conrad concentrated on their home turf.

"We wanted to see quality education here in Livermore," Dunlop said. "For us it was easier to focus on where we live and where we knew people."

And unlike some other HOME agencies, the LVEF allows people who donate to specify what programs they want their donations to fund.

Since HOME's inception 30 years ago, the program has inspired Lab employees to not only donate time and money, but to establish their own non-profit agencies to fill a societal, educational or cultural niche.

For Alan Frank that niche came in the form of the Livermore Valley Opera.

"I've been involved in opera ever since I was a little kid in New York," said Frank, who works in B Division. "There was always music in our house."

In fact, throughout college, Frank delved enthusiastically into both music and science with full double majors in both subjects. He performed in symphonies as a bass player and started singing opera first in high school and then in college.

When he moved to Livermore in 1974, he began performing in local symphonies and joined the Oakland Opera Company. Then about 15 years ago, several groups tried to start opera companies in the valley.

"There was an audience of a certain size here," Frank said. "We figured if we did things in a proper way, we could at least break even."

That first opera, "Barber of Seville," in 1992 with a \$5,000 budget did break even. And Frank along with four other founders continued to break even until 1995 with their production of "Carmen."

"We sold out," he said. "That put us on a sound financial footing." And that sound financial footing has brought them to their current operating budget that runs about \$50,000 per performance. Half of the funds come from ticket sales and the other half from fund-raising including the HOME Campaign.

"We've built a reputation in the Bay Area and all over," Frank said. "Our goal is to put on good quality productions for a reasonable price."

Frank said when people donate to the Livermore Valley Opera through the HOME Campaign, it helps foster relations between the Laboratory and the community.

This year's first production, Gaetano Donizetti's "The

Elixir of Love" continues from Saturday, Oct. 23, through Sunday, Oct. 24, at Livermore High School's auditorium.

For Barbara Tuck, who works in Human Resources, helping open the Tri-Valley Haven for Women was a way she could give back to the community.

The crisis line and domestic violence shelter started in 1977 out of board members' homes because "there was really a need for this kind of center in this area," Tuck said.

During those early years, Tuck helped staff the hotline and the temporary shelter.

The haven has grown since those early years and now offers two domestic violence shelters, providing 30 beds where clients can stay for up to 105 days; housing assistance and long-term support services for domestic violence victims and the homeless; CalWORKS assistance, including employment preparation and job-search assistance; a legal clinic, providing assistance with restraining orders; volunteers and paid staff who answer the 24-hour crisis hotline; and a rape crisis center, that provides crisis response, advocacy, individual counseling, and counseling support groups to victims of sexual assault and their families.

"In the beginning, it was a matter of safety and shelter but now there are many other services offered to support people in making real changes in their lives," Tuck said.

Though Tuck is no longer closely involved in the day-to-day operations of the shelter, she still contributes through the HOME Campaign.

"There's a warm place in my heart for Tri-Valley Haven and I will continue to contribute through HOME," she said.

Other Lab employees have established agencies that now participate in the HOME Campaign.

- John Lindl of the Physics and Advanced Technology Directorate and George Zimmerman of AX Division, Defense and Nuclear Technologies Directorate, helped establish the Fountainhead Montessori School in the early 1970s. Fountainhead, a nonprofit 501(c) corporation, is dedicated to the education of children aged 2-6 in an environment designed to stimulate and develop the child's love of learning. Over the past 30 years Fountainhead has served more than 8,000 children by opening campuses in Orinda, Dublin, Danville, Pleasant Hill and Moraga. Just this fall, the organization opened a Livermore campus at 949 Central Ave. HOME contributions can be made to Fountainhead Montessori through the Tri-Valley Community Foundation umbrella organization, which will pass 100 percent of the donations through to the school.

- A group of parents including Susan Houghton of Public Affairs and Vicki Bender of the Budget Office formed the Exceptional Needs Network in 2002 to help families of special needs children in the Tri-Valley region. ENN, working through the Taylor Family Foundation, offers children with special needs enrich-

ing and rewarding camp experiences, taking into consideration the specific needs of each and every child.

In addition, ENN hosts regional conferences that provide parents and educators the opportunity to hear testimonials from keynote speakers such as Temple Grandin, an autistic woman who has a successful international career designing livestock equipment, as well as from professionals who have extensive knowledge and experience in treating and working with children and adults with disabilities. ENN also offers an extensive collection of books and other media on autism, Asperger's and other special needs. HOME contributions can be made to ENN through the Tri-Valley Community Foundation umbrella organization.

- Retiree Harry Galles of the Environmental Protection Division established the Sue Galles Scholarship Fund to honor the memory of his wife and her many years of community service in Livermore. The fund provides scholarships to students from Livermore and Granada high schools based on their community service records.

- Jeffrey Chandler of the Chemistry and Chemical Engineering Division helped found the Tri-Valley Animal Rescue, an all-volunteer organization dedicated to saving homeless animals and providing public education on issues of animal behavior, family integrations and the benefits of spay/neuter.

- The late Roger Ide who worked at the Laboratory along with Renee Smith, whose husband retired from the Lab, established the Blakenship Memorial Project, which is associated with the Music Teachers' Association of California. Organized in 1996, the project provides free piano lessons to low-income children in the Tri-Valley and Tracy area.

- Gail Pawloski of the Energy and Environment Directorate, Chelle Clements of B Division and Jean Shuler of Integrated Computing and Communications helped start the Expanding Your Horizons consortium that is associated with the Math/Science Network. The Math/Science Network is a national coordinating agency for Expanding Your Horizons conferences for young women in grades 6-12.

- Protective Forces Officer Wanda Kelly-Grijalva founded the non-profit agency ANGEL (Assisting Needy Giving Everlasting Love) in 1999 with the help of colleagues Esta Bowen-Word, Debbie Rose-Fields and Karen Feifarek. The charity provides assistance to the homeless, abused women and children and the terminally ill.

Editor's note: The preceding list of employee-founded non-profits is not comprehensive. Newsline would like to hear about any that we have omitted for future HOME campaign publications. Please contact newsline@lnl.gov or 3-4902.